

1.

Course Title	Communication Skills			
Course Code	COMM101			
Course Type	Compulsory			
Level	Higher Diploma			
Year / Semester	1 st Year / 1 st Semester			
Teacher's Name	Diou Eleftheria			
ECTS	4	Lectures / week	2	Laboratories / week
Course Purpose and Objectives	To further develop basic writing and communication skills.			
Learning Outcomes	<p>Upon completion of the course, students are expected to:</p> <ul style="list-style-type: none"> • Understand the importance of correct communication skills • Be able to apply the principles of effective communication to writing and speaking • Improve listening and nonverbal skills • Understand cultural barriers to communication and how to overcome them • Be able to apply the three step writing method for emails, memos and messages • Be able to evaluate communication message strengths and weaknesses • Be able to link ideas to writing in coherent manner • Practise oral presentation skills 			
Prerequisites	None	Required		
Course Content	<p>Course & Assignment Outline</p> <ul style="list-style-type: none"> ▪ Communication Skills ▪ The Writing Process ▪ Creating a Messages 			

	<ul style="list-style-type: none"> ▪ Improving Writing Techniques ▪ Revising and Proofreading Business Messages ▪ E-Mail and Memoranda ▪ Persuasion ▪ Negative Messages ▪ Report outlines ▪ Proposals and Formal Reports ▪ Speaking ▪ Listening Skills ▪ Oral presentations
Teaching Methodology	Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.
Bibliography	<p>Compulsory Reading:</p> <ul style="list-style-type: none"> • Guffey, Mary Ellen (2010), Essentials of Business Communication, 8th, South - Western/ Cengage Learning, ISBN: 9780324588002 <p>Additional Reading:</p> <ul style="list-style-type: none"> • Online text: http://meguffey.com • Dictionary Resource: www.dictionary.reference.com
Assessment	<ul style="list-style-type: none"> ▪ Class participation 10% ▪ Assignments/Tests 20% ▪ Mid-term exam 20% ▪ Final exam 50%
Language	English